

PROPOSED TEXT AMENDMENT

Amend Chapter 5. Land Use/Transportation Diagram to add the following section and text on the Martha Gardens Planned Community.

Martha Gardens Planned Community

The Martha Gardens Planned Community (MGPC) guides the transition of approximately 134 acres south of Downtown San Jose from a predominately industrial area to a primarily residential neighborhood with a unique “arts focus.” The MGPC is based on the Martha Gardens Specific Plan (MGSP), a separate policy document adopted by the City Council that provides background, specific development policies, and the planned community character in greater detail than the MGPC. This planned community is located in close proximity to both the downtown and major, existing and future transportation systems. The area is bounded by Highway 280 on the north, Hollywood and Humboldt Streets to the south, mid-block between South 6th and 7th Streets to the east, and First Street to the west.

The Martha Gardens Planned Community (MGPC) is part of the Spartan Keyes Neighborhood, is bordered on the west by the Washington/Guadalupe Neighborhood, and is located just north of the Monterey Corridor, an important industrial area. The Martha Gardens area has direct access to Interstate 280 from a variety of points in the neighborhood, and via I-280 has direct access to U.S. Highway 101 and State Highway 87. Downtown San Jose not only provides nearby opportunities for entertainment, dining, retail and professional office resources, but also access to a variety of existing and planned transit links. The Martha Gardens area has several major City streets and arterials that run through the neighborhood, which provides direct access to many other areas of San Jose.

The MGPC envisions a pedestrian friendly residential/mixed use community that incorporates unusual and fine-grained mixes of uses including housing, retail, and arts-oriented, service and limited industrial uses. The MGPC will provide substantial housing opportunities for a wide range of new central City residents, including artists and their families. There is a significant collection of early and mid-20th Century buildings and associated other structures in the Martha Gardens area, many of which are included in the City of San Jose’s Historic Resources Inventory. The largely Victorian-style homes are incorporated into a new residential district, and the historic industrial buildings will be reused to provide a wide range of residential, arts, crafts, community, commercial and other business uses. The small, established arts community, largely associated with the arts programs at nearby San Jose State University, will be provided expanded opportunities for living and working. This Planned Community is intended to accommodate up to 1995 dwelling units, 233,000 square feet of commercial space, and 9.0 acres of park and community facilities.

Relationship to Martha Gardens Specific Plan

The Martha Gardens Specific Plan (MGSP) is the City's specific policy for governing development in the Martha Gardens Planned Community (MGPC). The MGSP supplements this General Plan and is essential to the understanding and proper implementation of the MGPC.

The Specific Plan was developed in close collaboration with the City's Strong Neighborhoods Initiative (SNI) program. A community based Specific Plan Advisory Committee (SPAC) was formed to assist the City in the preparation of the Martha Gardens Specific Plan. The SPAC and the Neighborhood Advisory Committee (NAC), which directed the development of the SNI Spartan Keyes Neighborhood Improvement Plan, shared a number of members in common. Both committees were comprised of area residents, property owners, business owners, administrative and academic staff from San Jose State University, and representatives from the Spartan Keyes Neighborhood Association, Walk San Jose and the local arts community.

Plan Objectives

The objectives of the Martha Gardens Specific Plan are to:

- Preserve enclaves of existing single family residential development.
- Provide for residential infill and intensification that reinforces a sense of neighborhood.
- Promote viable use of historic buildings.
- Provide opportunities for the expansion and development of the existing arts community.
- Encourage existing viable uses and businesses to remain.
- Encourage neighborhood serving commercial services.
- Reinforce the existing grid system as a network of pedestrian serving streets.
- Use traffic calming techniques to moderate potential traffic volumes and speeds and to help create a highly walkable Martha Gardens community.
- Provide one or more significant public open spaces to serve existing and future residents.

These objectives are exemplified in the land use plan for the Martha Gardens Specific Plan (see Map?).

Specific Land Use Plan

Industrial uses are predominant in the Martha Gardens area. Historically, the area has served the food industries that were ubiquitous in the Santa Clara Valley through much of the 20th Century. A number of 20th Century industrial buildings remain in the area as reminders of that different local economy and time. Uses in those and other industrial buildings and properties have now transitioned to a variety of new industrial and non-industrial uses. In addition, there is a mix of residential, commercial, business and community service uses in the community. The Specific Plan recognizes that many of the current and former industrial buildings and properties are underutilized, which provides opportunities for the adaptive use of historic buildings and the redevelopment of other properties.

High-density housing, urban in character, will be developed in much of the central part of the Martha Gardens area. The historic, largely single-family area to the north will be preserved as the Victorian Sub Area and the existing single family and two family blocks in the Spartan Keyes area to the east and the Hollywood/Humboldt area to the south will be preserved for single-family and /or two-family uses. Existing viable businesses and community service uses are encouraged to remain, and will be complemented and reinforced by new neighborhood serving commercial uses. Each of the land use designations within the Martha Gardens Planned Community is described briefly below.

Preservation/Single Family: This designation is intended primarily to reflect and protect those blocks predominantly developed with existing single family detached houses. New development or redevelopment is permitted up to 8 dwelling units per acre (DU/AC) and should be compatible with existing development.

Preservation/Single Family/Duplex: This designation is intended to reflect and protect those blocks predominantly developed with existing single family detached houses and duplexes. New development or redevelopment is permitted within the 8 –16 DU/AC range and should be compatible with existing development.

Victorian Preservation Mixed Use: This designation is applied to those blocks having significant numbers of Victorian era buildings, primarily residential buildings. The purpose of this designation is to encourage the preservation of the Victorian buildings and to identify appropriate uses and densities for the Victorians as well as for the intervening non-historic properties. The area is intended to be primarily residential at a density of 8 - 20 DU/AC.

A narrow range of other uses is allowed in Victorian era buildings only, including limited mixed uses and bed and breakfast establishments. Mixed uses within individual buildings should be primarily residential with up to 20 percent of the floor area committed to small non-residential uses such as specialty food, professional offices, art galleries or other similar, uses which can typically operate with little external visibility, including very limited signage. Non residential uses should be entirely compatible with the residential uses as well as with the preservation of the residential character of the buildings and neighborhood.

High Density Residential 20-50 DU/AC: Residential development at densities of 20-50 dwelling units per acre is permitted in this designation. Housing in this area should represent a choice of unit types (flats, townhouses, lofts, live/work, etc.) and tenures (ownership or rental) and be affordable to families with a variety of income levels. Projects in this density range may occur on sites that also include a residential designation with a higher density range. While density ranges may be distributed across different designation areas within a single project, project totals should conform to the combined minimum and maximum numbers of units allowed in each designation area.

Properties with frontages exhibiting the triangular symbol (see Land Use Plan) should be developed with ground floor commercial uses consistent with the Neighborhood Serving Uses designation. In addition, projects within this designation may incorporate incidental public or private arts related uses that are compatible with the basic residential use, for example, artists' workshops, studios, galleries, supply shops, rehearsal space, recording studios, etc.

Housing projects within this designation should incorporate at least one element that might reasonably be useful and/or attractive to artist/occupants, such as: affordability; some number of live/work or loft units; common work space(s) including wash up facilities; significant display space; rehearsal space; etc.

High Density Residential 40-70 DU/AC: Residential development at densities of 40 to 70 dwelling units per acre are permitted in this designation. Housing in this area should represent a choice of unit types (flats, lofts, live/work, etc.) and tenures (ownership or rental) and be affordable to families with a variety of income levels. Projects in this density range may occur on sites that also include a residential designation with a lower density range. While density ranges may be distributed across different designation areas within a single project, project totals should conform to the combined minimum and maximum numbers of units allowed in each designation area.

In addition, projects within this designation may incorporate incidental public or private arts related uses that are compatible with the basic residential use, for example, artists' workshops, studios, galleries, supply shops, rehearsal space, recording studios, etc.

Housing projects within this designation should incorporate at least one element that might reasonably be useful and/or attractive to artist occupants, such as: affordability; some number of live/work or loft units; common work space(s) including wash up facilities; significant display space; rehearsal space; etc.

Arts Related Mixed Use: An eclectic mix of uses such as housing, retail, commercial, studio, services, etc., which are arts related, is permitted and encouraged in this designation as long they are compatible with other planned uses, including residential uses. Arts related uses are those uses that are: (1) conducted by artists and craftspeople in the practice or marketing of their arts or crafts, (2) primarily serve artists and craftspeople, including housing, and/or (3) make available or display the work of artists and craftspeople. In addition, however, "arts related" may include neighborhood service uses, such as restaurants and cleaners, which provide a necessary service for all residents

of the area including artists. Large scale uses, for example gallery or performance space, that may be intended to attract large audiences or large numbers of participants from outside the surrounding neighborhood areas, are discouraged.

Because this area is substantially developed with existing historic buildings and adaptive use of them is strongly encouraged, residential densities or general floor area ratio's (FAR's) are not prescribed. Residential uses and/or new construction, however, should be permitted only in full conformance with the Secretary of the Interior's Standards for the Treatment of Historic Properties.

Light industrial uses may also be permitted under this designation but only when sharing some significant building space with arts related uses. Industrial uses should be limited to low intensity industrial uses only, such as: warehousing; small manufacturing operations, including of wood products; mailing and printing services; data services, and any other industrial use that will be particularly compatible with existing and planned arts related uses including housing.

Commercial/Mixed Use: This designation allows only commercial uses on the ground floor with housing or office uses encouraged on subsequent floors. Commercial and mixed-use buildings should be built to or near the front property line and should be oriented to the sidewalk. Neighborhood commercial uses and services are encouraged throughout the area but intermittent regional commercial uses are permitted along First Street.

Neighborhood Serving Uses: Neighborhood serving uses are those uses - commercial, retail and service – that are oriented primarily to customers who live in the surrounding area. These uses are represented on the Land Use Plan by triangles along property frontages and should be generally small scale and designed to conveniently accommodate pedestrians and bicyclists. In solid triangle areas these uses are required. and in hollow triangle areas they are allowed.

Commercial/Light Industrial: This designation permits light industrial or general commercial uses or a combination of those uses, as long as they are compatible with any nearby planned or existing uses, particularly residential uses.

Public Parks and Community Facilities: Two public parks and a community facility with a combined total of 8.25 acres comprise this designation. The larger park block includes historic buildings that should be preserved and incorporated into the park plan as community, and perhaps arts related, facilities. All uses within this designation should be operated for general public use except that excess space in historic buildings may be made available to one or more public or non-profit entities, including housing non-profits. The ability of non-profits, particularly housing, to partner with the City and contribute to the successful establishment of the general public uses, should be an important factor in their selection. Any housing established on the large park block should not displace any identified community or arts related need; should occupy no more than 50 percent of the building space; should be affordable to a range of income

groups; and should be designed to be compatible with and supportive of the community and arts uses also occupying the buildings.

Pedestrian/Exhibit/Café Corridor: This corridor, which is part of the existing rail right of way bisecting Martha Gardens, will become part of a new pedestrian oriented spine which will replace the rail line. The section between Lewis and Virginia Streets will become a “pedestrian oriented street” or a “pedestrian way” which may accommodate limited vehicular circulation. The south section, between Lewis and Martha Streets, will become a “pedestrian way”, providing space for pedestrian circulation, display space for adjacent arts related businesses or studios, dining space for restaurants or coffee shops and very limited vehicular access for businesses in the corridor. While the corridor should be softened with some landscaping, its surface should be primarily hardscape to accommodate this variety of uses.

Pedestrian Emphasis Public Street: While these streets are intended to carry limited amounts of vehicular traffic, the emphasis should be on designing and maintaining them as high quality lanes that are particularly pedestrian friendly. Features should include, at a minimum, narrowed crossings at intersections, crosswalks highlighted by color or texture, complete rows of street trees and appropriate street furniture. Any new development along these streets should be oriented to them in a manner that facilitates pedestrian access and de-emphasizes vehicular access.

Health Clinic: The existing Gardner Health Clinic is considered a valuable resource in the broader community and this Plan takes care to encourage its continued operation in this community. The clinic may stay in its present location at the northwest corner of Virginia and Fifth Streets, either in its present configuration or as part of a new, multi-story project. Alternatively, it may relocate to any Martha Gardens area site planned for new private sector development as either a stand-alone or mixed-use project. The clinic is represented on the Land Use Plan as a “floating” asterisk to reflect this locational flexibility.

Circulation

New streets, both vehicular- and pedestrian-oriented, should provide improved access to the existing and new uses within the Specific Plan area. One of the goals of the Specific Plan is to re-establish a network of pedestrian-serving streets, and to strengthen the existing grid. New grid streets will help maximize local circulation opportunities, minimize trip lengths, and dilute traffic impacts throughout the Martha Gardens area and its surroundings.

The Plan contains several key objectives for improved circulation:

- Maintain arterial connections to freeways and other parts of the City.
- Maintain, enhance, and improve the existing street grid system.
- Convert 2nd and 3rd Streets to two-way operation.

- Provide vehicular and pedestrian connections among neighborhoods: East Gardner, Washington, Spartan Keyes, and Hollywood/Humboldt.
- Calm traffic.
- Maintain, enhance, and improve pedestrian orientation and connections.

The major changes to the street system include the extension of Bestor and Lewis Streets, and the conversion of South Second, Third and Sixth Streets and East Virginia Street to two-way operation. Bestor Street is extended between Third Street and Fifth Street, if it becomes feasible to displace a portion of the historic American Can Warehouse to accommodate the street. An extended Bestor Street will provide an east-west connection between the Spartan Keyes neighborhood and the future park and will provide an opportunity for on-street parking to serve the future park users as well as nearby residents. Lewis Street is converted to a “pedestrian emphasis street” and extended to connect with the former 4th Street railroad right of way. The former “4th Street” Southern Pacific Railroad right-of-way will be converted to a series of public streets and pedestrian pathways, including a pedestrian spine through the new “Martha Park,” and a new neighborhood street between Keyes Street and Hollywood Avenue.

Public streets will border the new public parks to ensure maximum public access. The objective is to help achieve a safe and lively public environment for park users, park neighbors and the passing public as well as to reduce the incidence of unnecessary trips on adjacent blocks.

Implementation

The Martha Gardens Specific Plan contains general and specific policies and guidelines for development within the Martha Gardens Planned Community. All projects and other land use decisions and changes will have to be consistent with the General Plan designation for the specific property. The General Plan designations for the Martha Gardens area are the uses and policies contained in this Specific Plan.

Many of the uses, characteristics and concepts that make this Plan unique are complex and may be difficult to achieve with standard land planning tools. For example, the successful realization of the non-traditional mix of land uses planned for the Arts Quarter may require some innovative techniques for addressing interface issues among the diversity of planned uses. It will take continued community interest and political will for Martha Gardens to become the family, arts and pedestrian oriented community envisioned in this Plan.

Street and public infrastructure projects will be financed and implemented through a combination of public and private funding mechanisms. In general those will be private development projects, City General Funds and SNI funds. Street improvements, particularly for minor streets, are most commonly funded through private projects which are required to pay for those public streets and other public infrastructure improvements for which they are generating the need. Private developers may also in some cases be

interested in funding improvements that add obvious and substantial appeal to their projects.